1. Demographics
   1. Age: 20
   2. Gender: male
   3. City: Bucharest
2. Behavior:
   1. Makes a daily commute to work
   2. Uses the smartphone to pass the time
   3. Spends money on video games
3. Needs:
   1. A simple and repetitive game to pass the time
   2. An activity to fill in the boring gaps in the day
   3. A game that can be played both for 2 minutes and for 2 hours
4. Problems:
   1. Has nothing to do when commuting
   2. Is bored of social media platforms